# Website Service Options for Small Businesses

## Option 1: DIY Website (Do It Yourself)

For businesses that want to build their own website, platforms like Wix, Squarespace, or Shopify can help get you started quickly. These tools offer pre-made templates and drag-and-drop features that make site creation simple, even without coding experience.

* Estimated Cost:
* $15-$40/month for the website platform
* $10-$20/year for a custom domain
* Advantages:
* Low initial cost
* Full creative control
* Easy to experiment with different layouts
* Disadvantages:
* Time-consuming
* No expert guidance
* Limited SEO and performance tuning unless paid
* You're responsible for updates and issues

## Option 2: Standard Plan - $85/month

Perfect for businesses that want a professionally managed site without worrying about tech. This plan includes:

* Custom domain + free hosting
* Mobile-optimized website
* Professional design using your brand/logo
* Up to 3 content updates per month (photos, text, hours, etc.)
* Ongoing support and maintenance

## Option 3: Premium Plan - $150/month

Our most comprehensive package. Best for businesses serious about getting found online and having an expert on-call.

* Everything in the Standard Plan, plus:
* Unlimited monthly content updates
* Full SEO integration (Google-friendly titles, headers, meta descriptions, sitemap submission)
* Google Business Profile setup and optimization
* Google Analytics reporting and performance checks (Monthly email reports)
* Free logo design
* Privacy Policy included ensuring customers data is secure
* Call-to-action buttons for generating leads

## Option 4: Online Store Plan - $300/month + $400 setup fee

This plan is ideal for small businesses ready to sell products or services online. Includes everything from the Premium Plan plus full eCommerce capabilities.

* Product catalog with images, descriptions, and pricing
* Integrated shopping cart and checkout system
* Payment processing via Stripe, PayPal, or Square
* Order notifications and basic order tracking setup
* Product updates and inventory management tools
* Training or documentation for store management

Not sure which option fits best? Let's talk - we'll help you choose the right level of support for your business and budget.